

### ABSTRACT

*The present invention relates to a transmission system for services which are linked to relevant geographic zones. Said system comprises at least one set of transmitters (1,2,3,4) transmitting said services to said zones (11,12,13,14) and a receiver (100) fitted with a receiver sub-assembly (110) to receive said services, further with a locating unit (130) determining the said receiver's geographic zone and a switching unit (140) switching said receiver sub-assembly (110) to receive the service(s) linked to the relevant zones corresponding to the geographic position determined by said locating unit (130). In the invention, said transmission system or each transmitter will transmit simultaneously the services linked to the relevant zones under its coverage and the descriptions of the relevant zones (11, 12, 13, 14), also the addresses of said services as well as the descriptions of the relevant zones (11, 12, 13, 14) and the addresses of the zones neighboring the zones under coverage. The present invention also applies to a receiver used in conjunction with said transmission system.*

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